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Special Issue

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

400

A Peek Into Our Industry

April 1986
Vol. 28, No. 4

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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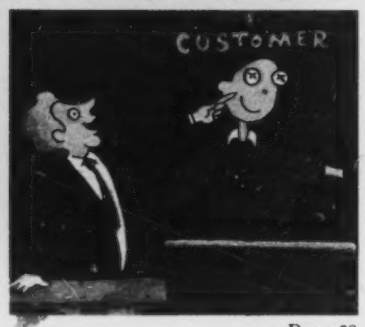

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The 400 — 11 Leading Electronics/ Appliance Retailers*

Top News Stories of 1985-86

Industry Price Hikes Follow Devaluation

Power Retailers Impact On Distribution System

CD Players Zap Turntable Sales

Home Movie Industry Woos Mass Merchants

Consumers Get Hip To Stereo TV

Sears To Sell RCA Products

GE Set To Acquire RCA In $6.28 Million Deal

Sony Bows CD Player For Auto Aftermarket

Camcorder Sales Charge VCR Market

HBO Scrambles TVRO Market

	Company	Type	'85 Vol./'84 Vol.	Number of Stores '85	/ '84
1.	**Circuit City,** Richmond, VA	Appl/Elec	$700M/$519.2M	69	61**
2.	**Highland Superstores,** Taylor, MI	Appl/Elec	$358M/$255M****	32	25
3.	**Silo,** Philadelphia, PA	Appl/Elec	$500M/$350M	117	100
4.	**The Federated Group,** Commerce, CA	Elec	$364M/$229M	59	43
5.	**Scott-McDuff/ Video Concepts,** Ft. Worth, TX	Appl/Elec	$250M/$200M (est.)***	247	221
6.	**Audio/Video Affiliates,** Dayton, OH	Elec	$180M/$118M	80	48
7.	**Crazy Eddie** Brooklyn, NY	Elec	$167M/$111M	NA	13
8.	**TOPS Appliance City,** Edison, NJ	Appl/Elec	$158M/$82	1	1
9.	**American of Madison,** Madison, WI	Appl/Elec	$130M/$120M	5	4
10.	**Newmark & Lewis,** Hicksville, NY	Appl/Elec	$112.4M/$86.6M	25	23
11.	**Luskin's**	Appl/Elec	$110M/$89.98M	53	27

*Branded Merchandise
**Includes 31 leased departments which were closed in '85.
***Estimated
****Fiscal Year

The 400 5 Concepts to Watch

1. Digital Technology. Digital signal processing circuits ignore noise, filter out unwanted information and are unaffected by changes in signal strength. The impact of this technology already has revitalized the audio portion of electronics. In 1983, the first mass market digital product was introduced, the CD or Compact Disc audio system and consumer acceptance of the product for home and automobile has been phenomenal. The impact will come more gradually to video. The first color TV using all digital signal processing went into distribution early last year. Coming also are Digital Audio Tape (DAT), digital audio and video recorders and telecommunications products.

2. Videotex Systems. Talked about for years, videotex systems are available and gaining gradual exposure to the American public. The two major subdivisions are teletext and viewdata. Teletext may be transmitted by TV stations and cable systems simultaneously with TV programs to provide a wide variety of text and graphic material. This data can be called onto the screen by the viewer on demand and includes data such as sports scores, stock market reports, airline schedules or even movie listings. Separate decoder boxes had been needed; now, however, TV manufacturers are starting to offer teletext reception capability built-in with some high-end receivers.

3. Communications Equipment. Consumers have seen only a sampling of how lifestyles will be changed by the technological revolution. More changes will be coming in the way people communicate, and telephones represent only one example. Satellite TV system will gain increasing usage in the near future, not only as a home entertainment medium, but as a means of communication. Keep an eye on communications. Change could be startling (and profitable) over the next five years.

4. Security Products. Installation of home security systems will become a big business in the future. While it represents an unfortunate need, it is very real as crime becomes of increasing concern. Also on the increase will be an installation of auto security. Collectively, home and auto security systems will represent a major growth business by the 1990s.

5. Home Office. Growth in the sale of home computers, electronic typewriters, personal copiers, along with computer software, will continue and develop into a major category for consumer electronics retailers by the 1990s. Noting the increasing number of Americans working in or out of their home, this category is one retailers might keep both eyes on.

Top 10 Importers

*of U.S. Electronic Products**
(thousands of dollars)

Canada	$4,130,310
U.K.	$3,213,234
Japan	$2,603,525
W. Germany	$2,355,313
Mexico	$1,849,140
France	$1,476,824
Netherlands	$1,175,097
Singapore	$1,058,994
Korea	$1,003,937
Australia	$964,837

*Source: Electronic Industries Association

Mergers To Watch

- ***GE's Acquisition of RCA***
- ***Sparkomatic's Acquisition of Altec Lansing***
- ***Electrolux's Bid for WCI***
- ***Maytag's Bid for Magic Chef***
- ***Whirlpool's Acquisition of KitchenAid***

Top 10 Foreign Suppliers

of Electronic Products to The U.S.
(thousands of dollars)

Japan	$20,464,252
Taiwan	$3,218,785
Canada	$2,550,122
Mexico	$2,526,654
Korea	$2,521,656
Singapore	$2,371,310
Hong Kong	$1,560,314
Malaysia	$1,420,385
W. Germany	$1,309,024
U.K.	$1,033,715

ELECTRONICS HIGHLIGHTS

64th Annual Statistical and Marketing Report-Part II

The information presented in DEALERSCOPE MERCHANDISING's 64th Annual Statistical and Marketing Report Part II has been organized into data on consumer electronics and major appliances and a market profile. This second and last section of the report includes data on shipments and retail sales.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1985.

The number of units shipped in a particular year represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in the 64th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances.

The editors are grateful to the many manufacturers and trade associations who provided the benefit of their knowledge of these industries. □

VIDEO

TV, Black & White

Black & white TV shipments by screen size

	% of shipments		% change in units shipped
	1985	1984	1985/84
10 in & under	40.1	27.5	+ 7.8
11-12 in.	57.5	69.3	– 43.1
Over 12 in.	2.4	3.2	– 45.1
Total	100	100	– 26.10

Based on 3,745,000 units for 1985 and 5,068,000 units for 1984

Black & white TV shipments by power source

	% of shipments		% change in units shipped
	1985	1984	1985/84
Battery-powered	40.3	33.6	– 11.4
Non-battery-powered	59.7	66.4	– 33.6
Total	100	100	– 26.

Based on 3,745,000 units for 1985 and 5,068,000 units for 1984

Black & white TV sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	21.6	22.5	– 29.1
Catalog showroom	6.2	5	– 8.4
Catalog store (Sears, Penneys, etc.)	20.2	21	– 28.9
Department store	14.6	17	– 36.5
Discount store	32.2	26.5	– 10.2
Furniture store	1.2	2.5	– 64.5
Other	4	5.5	– 46.3
Total	100	100	– 26.1

Based on 3,745,000 units for 1985 and 5,068,000 for 1984

TV, Color

Portable and table color TV shipments by screen size

	% of shipments		% change in units shipped
	1985	1984	1985/84
13 in. and under	32.1	31.0	+ 11.1
14-17 in.	1.6	4.1	– 58.5
18-19 in.	54.8	58.3	+ .9
20 in. & over	11.5	6.6	+ 87.4
Total	100	100	+ 7.3

Based on 13,884,000 units for 1985 and 12,936,000 units for 1984

Console and combo color TV shipments by screen size

	% of shipments		% change in units shipped
	1985	1984	1985/84
23 in.	5.7	6	– 5.0
25 in.	92.5	92	+ .5
Other	1.8	2	– 6.8
Total	100	100	0

Based on 3,010,000 units for 1985 and 3,010,000 units for 1984

Color TV shipments by control type

	% of shipments		% change in units shipped
	1985	1984	1985/84
With remote control	48.8	39.4	+ 31.5
Without remote control	51.2	60.6	– 10.6
Total	100	100	+ 5.9

Based on 16,894,000 units for 1985 and 15,946,000 units for 1984

Color TV shipments by cable compatibility

	% of shipments		% change in units shipped
	1985	1984	1985/84
Cable-ready	63.8	57.6	17.3
Non-cable-ready	36.2	42.4	– 9.5
Total	100	100	+ 5.9

Based on 16,894,000 units for 1985 and 15,946,000 units for 1984

Console color TV sales by furniture style

	% of shipments		% change in units shipped
	1985	1984	1985/84
Early American	21.2	25.0	– 15.8
French provincial	2.0	2.0	– .7
Mediterranean	26.2	25.0	+ 4.1
Modern (contempary)	46.4	42.0	+ 9.7
Other	4.2	6.0	– 30.5
Total	100	100	– 0.7

Based on 2,990,000 units for 1985 and 3,010,000 units for 1984

Color TV sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	44	42	+ 11
Catalog showroom	2	2	+ 6
Catalog store (Sears, Penneys, etc.)	13.4	13	– 12.6
Department store	13.2	16	– 12.6
Discount store	11.4	11	+ 9.8
Furniture store	5.8	6	+ 2.4
Video specialty store	6.4	7	– 3.1
Other	3.8	3	+ 34.2
Total	100	100	+ 6

Based on 16,894,000 units for 1985 and 15,946,000 units for 1984

ELECTRONICS HIGHLIGHTS

TV, Projection

Projection TV sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	22.1	18.0	+ 66.9
Audio/hifi specialty store	23.0	26.0	+ 20.3
Catalog showroom	1.3	1	+ 76.7
Department store	11.0	10.0	+ 49.5
Discount store	2.8	2	+ 90.3
Furniture store	2.5	2	+ 69.9
Video specialty store	35.8	40	+ 21.7
Other	1.5	1	+103.9
Total	100	100	+ 35.9

Based on 261,000 units for 1985 and 192,000 units for 1984

Videocassettes Recorders

VCR Sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	32.3	28.1	+66.9
Audio/hifi specialty store	13.7	11.9	+67.1
Catalog showroom	2.7	2.9	+35.2
Catalog store (Sears, Penneys, etc.)	12.0	11.0	+58.4
Department store	7.7	11.3	– 1.1
Discount store	11.3	10.0	+64.0
Video specialty store	17.8	19.9	+29.9
Other	2.5	4.9	– 25.9
Total	100	100	+45.2

Based on 11,612,000 units for 1985 and 7,999,000 units for 1984

VCR shipments by format (tabletop & portable)

	% of shipments		% change in units shipped
	1985	1984	1985/84
Beta	12.4	20.6	– 12.6
VHS	87.6	79.4	+60.1
Total	100	100	+45.2

Based on 11,612,000 units for 1985 and 7,999,000 units for 1984

VCR Shipments by portability

	% of shipments		% change in units shipped
	1985	1984	1985/84
Portable	8.1	10.7	+10.1
Tabletop	91.9	89.3	+49.4
Total	100	100	+45.2

Based on 11,612,000 units for 1985 and 7,999,000 units for 1984

AUDIO/HI FI

Autosound

Autosound shipments by price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $50	2.6	2.6	+ 1.0
$50-$89	13.0	11.9	+10.3
$90-$129	25.0	23.1	+ 9.3
$130-$179	30.6	30.7	+ .6
$180-$249	13.4	15.4	+12.2
$250-$349	10.4	10.6	+ 1.0
$350 or more	5.0	5.7	+11.4
Total	100	100	+ 1

Based on 22,023,000 units for 1985 and 21,815,000 units for 1984

Autosound aftermarket sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	3.8	3.7	+ 3.7
Audio/hifi specialty	20.9	19.6	+ 7.7
Automotive chain	11.8	12.4	– 3.9
Car stereo specialist	19.9	19.3	+ 4.1
Catalog showroom	4.2	5.0	– 15.2
Catalog store (Sears, Penneys, etc.)	10.2	10.0	+ 3.0
Department store	3.2	3.3	– 2.1
Discount store	10.4	10.7	– 1.9
Electronics specialty	9.0	9.0	+ 1.0
New car dealer	5.6	5.1	+10.9
Other	1.0	1.9	– 46.9
Total	100	100	+ .9

Based on 22,023,000 units for 1985 and 21,815,000 units for 1984

Components

Hifi component sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	9.8	9.3	+10.7
Audio/hifi specialty store	37.8	38.5	+ 3.1
Catalog showroom	6.5	6.3	+ 8.4
Catalog store (Sears, Penneys, etc.)	13.2	13.2	+ 5.0
Department store	9.8	9.7	+ 6.1
Discount store	7.2	7.0	+ 8.0
Electronic specialty store	9.5	10.0	– 0.2
Hifi salon	5.5	4.7	+22.9
Other	.7	1.2	– 38.7
Total	100	100	+ 5

Based on 8,800,000 units for 1985 and 8,378,000 units for 1984

Portable Tape Equipment

Portable tape equipment sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	17.5	16.0	+11.1
Audio/hifi specialty store	8.0	6.7	+21.3
Catalog showroom	13.5	15.0	– 8.6
Catalog store (Sears, Penneys, etc.)	14.5	13.7	+ 7.5
Department store	11.0	14.3	– 21.9
Discount store	25.0	25.3	+ .4
Drug store	5.5	4.3	+30.0
Other	5.0	4.7	+ 8.1
Total	100	100	+ 1.6

Based on 27,934,000 units for 1985 and 27,494,000 units for 1984

ELECTRONICS HIGHLIGHTS

TELEPHONE EQUIPMENT

Answering Devices

Telephone answering device sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	4.0	3.5	+43.8
Audio/hifi specialty store	5.7	5.0	+43.4
Catalog showroom	15.0	13.0	+45.2
Catalog store (Sears, Penneys, etc.)	10.7	12.0	+12.2
Department store	16.7	18.5	+13.6
Discount store	22.6	22.5	+26.0
Electronics specialty store	11.0	9.0	+53.8
Office supply store	3.0	2.5	+51.0
Phone specialist	8.0	8.5	+18.4
Other	3.3	5.5	−24.5
Total	100	100	+25.8

Based on 3,306,000 units for 1985 and 2,628,000 units for 1984

Corded Telephones

Corded telephone shipment sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	6.0	5.3	+10.6
Audio/hifi specialty store	5.5	7.0	+23.2
Catalog showroom	13.0	14.3	−11.2
Catalog store (Sears, Penneys, etc.)	12.5	12.7	− 3.8
Department store	15.0	15.3	− 4.2
Discount store	26.0	23.7	+ 7.2
Electronics Specialty store	7.0	4.0	+71.0
Phone specialty store	12.0	11.0	+ 6.6
Other	3.0	6.7	−56.2
Total	100	100	− 2.3

Based on 22,403,000 units for 1985 and 22,930,000 units for 1984

Corded telephone shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Standard	55.4	52.3	+ 3.4
One-piece	17.6	24.0	−28.3
Decorator	10.3	10.6	− 5.0
Advanced-electronic	16.7	13.1	−25.0
Total	100	100	− 2.3

Based on 22,430,000 units for 1985 and 22,930,000 units for 1984

ELECTRONICS FURNITURE

Electronics furniture sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	22.5	21.5	+ 10.7
Audio/hifi specialty store	10.3	9.5	+ 14.7
Catalog showroom	12.8	11.8	+ 14.7
Catalog store (Sears, Penneys, etc.)	9.2	10.2	− 4.6
Department store	19.2	13.2	+ 53.8
Discount store	4.2	19.2	− 76.9
Electronics specialty store	10.5	2.0	+455.1
Computer specialty store	1.0	6.0	+ 82.4
Video specialty store	5.5	3.3	+ 76.2
Furniture store	3.0	1.8	+ 76.2
Microwave oven specialty store	1.8	1.0	+ 90.3
Other	0.0	0.5	−100.0
Total	100	100	+ 5.7

Based on 6,260,000 units for 1985 and 5,920,000 units for 1984

RADAR

Radar detector sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	3.0	2.2	+77.6
Automotive supply store	19.0	15.5	+59.7
Catalog showroom	17.0	16.2	+36.7
Catalog store (Sears, Penneys, etc.)	11.0	12.5	+14.6
CB specialty store	4.0	3.8	+37.1
Department store	5.5	5.0	+43.3
Discount store	13.0	14.5	+16.8
Electronic specialty store	10.0	10.3	+26.5
Truck stop	14.0	16.0	+14.0
Other	3.5	4.0	+14.0
Total	100	100	+30.3

Based on 1,227,000 units for 1985 and 942,000 units for 1984

COMPUTERS

Personal computer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	3.0	3.1	−22.1
Audio/hifi specialty store	5.0	5.2	−22.6
Catalog showroom	4.0	3.3	− 2.4
Catalog store (Sears, Penneys, etc.)	8.0	7.4	−13.0
Computer specialty store	42.0	37.8	−10.6
Department store	7.3	10.4	−43.5
Discount store	7.7	6.6	− 6.1
Electronics specialty store	16.3	18.2	−27.9
Hobby/toy shop	4.0	3.6	−10.6
Office supplies store	2.7	2.5	−14.4
Other	0.0	2.5	−100
Total	100	100	−19.5

Based on 4,025,000 units for 1985 and 5,000,000 units for 1984

ELECTRONICS HIGHLIGHTS

Personal computer shipments by price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $500	38.7	34.0	– 8.4
$500-$800	12.0	12.5	– 22.7
$801-$1,000	13.7	14.0	– 21.2
$1,001-$1,500	19.0	19.5	+ 21.6
$1,501-$2,000	4.0	6.5	– 50.5
$2,001-$2,999	12.6	13.5	– 24.9
Total	100	100	– 19.5

Based on 4,025,000 units for 1985 and 5,000,000 units for 1984

SOFTWARE

Audio

Blank audiocassette shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Metal particle tape	0.4	0.4	+ 7.6
Premium*	58.2	56.2	+ 5.6
Promotional	41.4	43.4	– 2.7
Total	100	100	+ 2.3

Based on 266,168,000 units for 1985 and 260,969,000 units for 1984

*High coercivity ferrite, cobalt ferrite, etc.

Blank audiocassette sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	8.2	12.0	– 30.3
Audio/hifi specialty store	12.0	12.5	– 2.1
Camera store	1.4	0.0	
Catalog showroom	3.6	4.0	– 8.2
Catalog store (Sears, Penneys, etc.)	2.8	4.5	– 36.5
Department store	6.2	7.0	– 9.7
Discount store	28.8	24.0	+ 22.4
Drug store	5.8	4.5	+ 31.5
Record store	9.4	7.0	+ 37.0
Electronics specialty store	10.6	11.5	– 6.0
Other	11.2	13.0	– 12.1
Total	100	100	+ 2.3

Based on 266,168,000 units for 1985 and 260,969,000 units for 1984

Video

Blank VHS videotape by grade

	% of shipments		% change in units shipped
	1985	1984	1985/84
Standard	94.9	92.8	+ 79.7
High-grade	5.1	7.2	+ 25.0
Total	100	100	+ 75.7

Based on 128,191,000 units for 1985 and 72,961,000 units for 1984

Blank Beta videotape by grade

	% of shipments		% change in units shipped
	1985	1984	1985/84
Standard	95.6	95.0	+ 10.6
High grade	4.4	5.0	– 4.0
Total	100	100	+ 9.9

Based on 27,897,000 units for 1985 and 25,392,000 units for 1984

Blank videotape sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	16.2	18	+ 42.83
Audio/hifi specialty store	9.8	12	+ 29.61
Camera store	4.0	4	+ 58.7
Catalog showroom	4.6	5	+ 46.01
Catalog store (Sears, Penneys, etc.)	5.8	6	+ 53.41
Department store	5.0	7	+ 13.36
Discount store	29.8	25	+ 89.17
Film processing outlet	2.4	3	+ 26.96
Record store	6.2	5	+ 96.79
Video specialist	11.2	14	+ 26.96
Other	5.0	1	+ 693.51
Total	100	100	+ 58.7

Based on 156,088,000 units for 1985 and 98,353,000 units for 1984

Prerecorded videotape shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
General interest	91.4	81.4	+ 145.8
Original programming	2.4	3.5	+ 52.9
Other	89.0	77.9	+ 60.0
X-rated	8.6	18.6	+ 1.0
Total	100	100	+ 118.9

Based on 43,100,000 units for 1985 and 19,690,000 units for 1984

Prerecorded videotape sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	5.0	2.0	+ 447.2
Audio/hifi specialty store	1.0	1.0	+ 118.9
Camera store	1.0	1.0	+ 118.9
Catalog showroom	1.0	2.0	+ 9.5
Catalog store (Sears, Penneys, etc.)	4.0	3.0	+ 191.9
Department store	1.0	4.0	+ 45.3
Discount store	7.0	5.0	+ 206.5
Film processing outlet	0	1.0	—
Record store	8.0	4.0	+ 337.8
Video specialist	70.0	75.0	+ 104.3
Other	2.0	2.0	+ 118.9
Total	100	100	+ 118.9

Based on 43,1000,000 units for 1985 and 19,690,000 units for 1984

SATELLITE TV

Satellite Earth Stations sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	18.6	17.9	+ 45
Audio/Hifi specialty store	1.7	1.3	+ 83
Catalog showroom	1.7	1.3	+ 83
Catalog store/ mail order (i.e. Sears, Penney's, etc.)	1.5	1.1	+ 61.5
Department store	2.6	1.8	+ 102
Discount store	3.5	3.1	+ 58
Electronics specialty store (i.e. Radio Shack, Lafayette, etc.)	3.6	2.4	+ 100
Satellite Earth Station Dealer	65.8	70.3	+ 31
Others	1.0	0.8	+ 33.3
Total	100	100	+ 40

Based on 630,000 units for 1985 and 450,000 units for 1984.

PEOPLE ON THE MOVE

Mitisubishi Electric Sales America Inc. has promoted: **Robert L. Rosipajla** to senior vice president/Service Division; **Tadayoshi "Todd" Kondo** to vice president/branch manager; **David P. Chang** to controller; **Seiichi Nagao** to marketing vice president; **Rick L. Halstead** to regional manager and **William Strange** to Mid-Atlantic regional manager.

Sony Corp. of America has named **Jeffrey Brooks** vice president of advertising and promotion. **Michael Meltzer** promoted to national sales and marketing vice president.

Panasonic has announced five new appointments: **Joe Hicks** to general manager, southern group; **Rusty Bennett** to manager of the Sales Support Division/Consumer Electronics Group; **Ron Greitzer** and **Crystal Jenisch** to advertising managers and **Carol DiStaulo** to media manager.

Brooks

Hicks

Hagman

Collura

Softsel Computer Products has elected **Michael D. Pickett** president and chief operation officer.

Sung Cho has been named vice president of marketing at Orchid Technology. **Alan L. Brudno** has been named national sales manager. **Robert Hurt** has been appointed product manager for Orchid's High Performance/Turbo Division.

Jeffrey L. Hagman has been appointed sales and marketing manager for 3M's Leisure Time Products Project.

AOC International Ltd. has promoted **John Collura** to national sales manager.

MGM/UA Home Video has promoted **Hillel Gedrich** vice president of legal affairs; and appointed **Jeffrey L. Ringler** director of business affairs and **Bill Freston** director of marketing planning.

Karl Lorimar Home Video has appointed **Sydney J. Levine,** director of acquisitions.

Ken Fujii has joined TDK Electronics Corp. as manager of technical services.

Olympia USA appoints two executives **Otto Sturm** president and **Brian McNerney** vice president of sales and marketing.

Sturm

McNerney

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
February 1986 vs. February 1985
(In Units)

	February 1986	February 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Percent
TELEVISION						
Color	1,278,730	1,249,606	+ 2.3	2,601,131	2,502,868	+ 3.9
Monochrome	269,435	260,666	+ 3.4	602,967	506,411	+19.1
TOTAL TV*	**1,548,165**	**1,510,272**	**+ 2.5**	**3,204,098**	**3,009,279**	**6.5**
Projection TV	24,624	17,163	+43.5	49,074	34,831	+40.9
Home VCR	902,998	792,336	+14.0	1,876,761	1,654,568	+13.4
Camcorders**	53,880	NA	NA	113,956	NA	NA
Color Video Cameras	7,113	31,720	−77.6	18,462	75,787	−75.6

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
***Source: Electronics Industries Association Consumer Electronics Group.

APPLIANCE HIGHLIGHTS

The data presented here represents the appliance portion of DEALERSCOPE MERCHANDISING's 64th Annual Statistical and Marketing Report Part II. This final section contains data on shipments and retail sales.

The information is based on data provided by leading manufacturers. The dollar figures cited are estimated retail sales figures for the products shipped from factories in 1985.

The number of units shipped in a particular year represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in the 64th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances.

DISHWASHERS

Dishwasher shipments by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	18.6	15.3	+ 24.5
Avocado	0.0	0.3	– 100
Coffee	0.0	0.3	– 100
Coppertone	0.0	0.0	0
Harvest gold	1.0	2.0	– 48.7
Sand/Toast	0.2	0.7	– 70.7
Silver/Platinum	0.0	0.3	– 100
Wheat	1.0	0.7	+ 46.3
White	8.4	10.0	– 13.9
Wood grain	0.8	0.7	+ 17
Multicolor panel packages	70.0	69.3	+ 3.4
Other	0.0	0.4	– 100
Total	100	100	+ 2.4

Based on 3,512,000 units for 1985 and 3,428,000 units for 1984

Dishwasher sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	25.5	23.4	+ 11.6
Builder/ contractor	28.8	31.6	– 6.6
Catalog showroom	1.0	0.2	412.25
Catalog store (Sears, Penneys, etc.)	27.3	24.8	+ 12.7
Department store	1.0	1.0	+ 2.4
Discount store	5.5	6.6	– 14.6
Furniture store	1.2	0.6	+ 104.90
Home improvement center	3.5	3.6	– .40
Kitchen remodeler	5.2	6.6	– 19.2
Plumbing contractor	1.0	1.0	+ 2.4
Other	0.0	0.6	– 100
Total	100	100	+ 2.4

Based on 3,512,000 units for 1985 and 3,428,000 units for 1984

Built-in dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $250	6.0	7.3	– 15.7
$250-$299	15.0	16.0	– 3.8
$300-$349	23.3	25.0	– 4.4
$350-$399	18.0	16.7	+ 10.4
$400-$450	16.4	16.7	+ .67
Over $450	21.3	18.3	+ 19.3
Total	100	100	+ 2.5

Based on 3,263,000 units for 1985 and 3,183,000 units for 1984

Portable dishwasher shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $250	9.5	10.0	– 3.4
$250-$299	17.0	16.5	+ 4.7
$300-$349	24.5	24.5	+ 1.6
$350-$399	22.0	22.5	– .63
$400-$450	14.5	14.0	+ 5.2
Over $450	12.5	12.5	+ 1.6
Total	100	100	+ 1.6

Based on 249,000 units for 1985 and 245,000 units for 1984

DRYERS

Dryer shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Automatic fabric settings	77.7	76.0	+ 8.6
Time-dry	22.3	24.0	– 1.3
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

Dryer sales by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	36.3	34.5	+ 11.7
Avocado	0.3	0.5	– 36.2
Coffee	0.3	0.5	– 36.2
Harvest gold	2.3	3.0	– 18.5
Sand/Toast	0.0	1.0	– 100
White	60.8	60.5	+ 6.7
Other	0.0	0.0	0
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

Dryer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	30.5	30.5	+ 6.2
Builder/ contractor	4.5	5.0	– 4.3
Catalog showroom	4.0	2.5	+ 69.9
Catalog store (Sears, Penneys, etc.)	42.5	41.5	+ 8.7
Department store	7.5	8.0	– .41
Discount store	7.5	8.5	– 6.2
Furniture store	3.5	3.0	+ 23.9
Other	0.0	0.0	0
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

Dryer shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $200	5.0	3.0	+ 77.0
$201-$250	7.5	7.0	+ 13.8
$251-$300	19.5	19.0	+ 9.0
$301-$350	27.0	29.5	– 2.7
$351-$400	19.0	19.0	+ 6.2
$401-$450	12.5	14.0	– 5.1
Over $500	9.5	8.5	+ 18.7
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

APPLIANCE HIGHLIGHTS

Dryer shipments by internal control type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Electronic solid-state	11.0	10.0	+16.8
Mechanical	89.0	90.0	+ 5.0
Total	100	100	+ 6.2

Based on 3,701,000 units for 1985 and 3,484,000 units for 1984

MICROWAVES

Microwave/convection oven shipments by type of unit

	% of shipments		% change in units shipped
	1985	1984	1985/84
Countertop	79.7	78.1	+14.6
Full range size	20.3	21.9	+ 4.0
Total	100	100	+12.2

Based on 256,000 units for 1985 and 228,000 units for 1984

Microwave oven/range combination shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Single cavity	14.0	13.6	+4.76
Double oven, gas	12.4	12.3	+2.63
Double oven, electric	73.6	74.1	+ .87
Total	100	100	+1.6

Based on 314,000 units for 1985 and 309,000 units for 1984

Countertop microwave oven shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $200	25.0	9.7	+206.7
$200-$249	13.5	10.7	+ 50.1
$250-$299	19.5	19.0	+ 21.3
$300-$349	14.0	14.2	+ 17.3
$350-$399	10.0	14.7	– 19.0
$400-$499	11.5	19.7	– 30.5
$500-$600	2.5	8.7	– 65.8
Over $600	4.0	3.3	+ 44.2
Total	100	100	+ 19.0

Based on 9,163,000 units for 1985 and 7,700,000 units for 1984

Microwave oven sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	30.0	34.5	+ 92.5
Builder/ contractor	1.5	2.0	– 11.5
Catalog showroom	2.5	2.0	+ 47.3
Catalog store (Sears, Penneys, etc.)	38.5	31.5	+ 44.0
Department store	5.5	7.0	– 7.38
Discount store	13.5	10.0	+ 59.1
Furniture store	2.5	4.0	– 26.3
Home improvement center	1.0	1.0	+ 17.88
Kitchen remodeler	1.5	3.0	– 41.0
Microwave specialty store	3.5	4.0	+ 3.15
Other	0.0	1.0	– 100
Total	100	100	+ 17.88

Based on 10,633,000 units for 1985 and 9,020,000 units for 1984

RANGES

Electric & Gas

Electric range sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	35.4	38.8	– 7.2
Builder/ contractor	13.7	13.6	+ 2.4
Catalog showroom	1.3	0.8	+65.2
Catalog store	28.4	22.1	+30.7
Department store	2.3	3.2	– 26.9
Discount store	2.3	2.4	– 2.5
Furniture store	3.0	3.0	+ 1.7
Home improvement center	3.3	3.5	– 4.1
Kitchen remodeler	9.3	11.8	– 19.8
Other	1.0	0.8	+27.1
Total	100	100	+ 1.7

Based on 3,218,000 units for 1985 and 3,164,000 units for 1984

Electric range shipments by type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Freestanding	79.3	79.1	+1.88
Slide-in	4.6	4.7	– .67
Drop-in	3.9	4.0	– .79
Cooktop	6.5	6.4	+3.96
Built-in wall oven	5.7	5.8	+ .55
Total	100	100	+1.71

Based on 3,218,000 units for 1985 and 3,164,000 units for 1984

Range shipments by color (electric and gas)

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	57.3	50.7	+ 15.9
Avocado	0.7	0.7	+ 2.55
Coffee	0.7	0.6	+ 19.64
Coppertone	1.0	0.5	+105.1
Harvest gold	3.3	3.4	– .47
Sand/Toast	1.0	0.8	+ 28.1
Silver/Platinum	1.0	0.5	+105.1
Wheat	1.0	1.2	– 14.5
White	21.3	21.0	+ 4.02
Black glass and other	12.7	20.6	– 36.7
Total	100	100	+ 2.55

Based on 5,025,000 units for 1985 and 4,900,000 units for 1984

Gas range sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	41.0	41.2	+ 3.58
Builder/ contractor	9.0	9.5	– 1.39
Catalog showroom	2.0	0.8	+160.22
Catalog store (Sears, Penneys, etc.)	30.0	30.7	+ 1.72
Department store	2.0	2.3	– 9.49
Discount store	3.0	3.0	+ 4.09
Furniture store	7.0	6.5	+ 12.10
Home improvement center	1.0	1.0	+ 4.09
Kitchen remodeler	4.0	4.0	+ 4.09
Other	1.0	1.0	+ 4.09
Total	100	100	+ 4.09

Based on 1,807,000 units for 1985 and 1,736,000 units for 1984

APPLIANCE HIGHLIGHTS

Electric range shipments which accept options (i.e. grills, griddles, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1985	1984	1985/84
Accept options	12.8	11.3	+15.2
Do not accept options	87.2	88.7	+ .01
Total	100	100	+ 1.7

Based on 3,218,000 units for 1985 and 3,164,000 units for 1984

Gas range shipments which accept options (i.e. grills, griddles, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1985	1984	1985/84
Accept options	4.9	4.8	+6.26
Do not accept options	95.1	95.2	+3.98
Total	100	100	+4.09

Based on 1,807,000 units for 1985 and 1,736,000 units for 1984

Electric range shipments by cleaning system

	% of shipments		% change in units shipped
	1985	1984	1985/84
Self-cleaning	42.0	41.1	+4.08
Continuous-cleaning	18.2	18.4	+ .34
All other	39.8	40.5	– .08
Total	100	100	+1.71

Based on 3,218,000 units for 1985 and 3,164,000 units for 1984

Gas range shipments by cleaning system

	% of shipments		% change in units shipped
	1985	1984	1985/84
Self-cleaning	12.6	12.6	+4.11
Continuous-cleaning	30.4	30.4	+3.98
All other	57.0	57.0	+4.15
Total	100	100	+4.09

Based on 1,807,000 units for 1985 and 1,736,000 units for 1984

REFRIGERATORS

Refrigerator sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	33.2	31.5	+ 8.03
Builder/contractor	13.7	14.5	– 3.16
Catalog showroom	0.7	0.0	0
Catalog store (Sears, Penneys, etc.)	31.7	30.5	+ 6.53
Department store	4.0	5.7	–28.07
Discount store	4.7	5.2	– 7.36
Furniture store	4.7	4.5	+ 7.05
Home improvement center	3.0	3.8	–19.08
Kitchen remodeler	3.3	3.3	+ 2.5
Other	1.0	1.0	+ 2.5
Total	100	100	+ 2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerator shipments by size

	% of shipments		% change in units shipped
	1985	1984	1985/84
6.5 to 11 cu. ft.	7.0	6.9	+3.78
12 & 13 cu. ft.	6.2	6.2	+3.39
14 & 15 cu. ft.	23.6	23.7	+2.06
16 & 17 cu. ft.	22.9	22.9	+2.13
18 & 19 cu. ft.	19.4	19.4	+2.61
20 & 21 cu. ft.	11.5	11.5	+2.58
22 cu. ft. and over	9.4	9.4	+2.6
Total	100	100	+2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerators shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $300	5.0	4.0	+28.12
$300-$399	10.3	9.5	+11.13
$400-$499	16.0	20.0	–18.0
$500-$649	28.4	28.5	+ 2.14
$650-$799	19.3	21.0	– 5.8
$800-$1,000	12.7	11.0	+18.34
Over $1,000	8.3	6.0	+41.79
Total	100	100	+ 2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerator shipments by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	57.7	57.7	+ 2.5
Avocado	1.0	1.2	– 14.59
Coffee	1.0	1.0	+ 2.5
Coppertone	0.3	0.3	+ 2.5
Harvest gold	4.3	4.2	+ 4.94
Sand/Toast	0.3	0.8	– 61.56
Silver/Platinum	0.0	0.8	–100
Wheat	1.0	0.5	+104.99
White	33.7	33.2	+ 4.04
Wood grain	0.7	0.3	+139.16
Other	0.0	0.0	0
Total	100	100	+ 2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerator shipments by freezing compartment

	% of shipments		% change in units shipped
	1985	1984	1985/84
Top-mount	79.1	79.0	+2.74
Bottom-mount	1.7	1.7	+4.12
Side-by-side	13.5	13.5	+1.6
Single door	5.7	5.8	+ .3
Total	100	100	+2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Freezer shipments by defrosting system

	% of shipments		% change in units shipped
	1985	1984	1985/84
No-frost	6.0	7.8	+1.49
All other	94.0	92.3	+2.39
Total	100	100	+2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Refrigerators shipped with through-the-door ice and/or water

	% of shipments		% change in units shipped
	1985	1984	1985/84
Top-mount	5.0	5.0	+2.74
Side-by-side	29.0	28.0	+1.8
Total	0	0	0

Based on 4,649 Top-Mount units for 1985 and 4,525 for 1984; and 790 Side-By-Side units for 1985 and 776 for 1984

APPLIANCE HIGHLIGHTS

Refrigerator shipped with energy-saving devices

	% of shipments		% change in units shipped
	1985	1984	1985/84
With energy-saving devices	91.0	90.0	+3.63
Without energy-saving devices	9.0	10.0	−7.75
Total	100	100	+2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Refrigerators shipped with automatic ice makers

	% of shipments		% change in units shipped
	1985	1984	1985/84
With ice makers	14.5	15.8	−5.94
Without ice makers	85.5	84.2	+4.08
Total	100	100	2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Compact refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $120	32.5	32.0	+32.10
$120-$149	27.5	32.0	+11.78
$150-$180	27.5	27.0	+32.48
Over $180	12.5	9.0	+80.65
Total	100	100	+30.07

Based on 783,000 units for 1985 and 602,000 units for 1984

Compact refrigerator shipments by size

	% of shipments		% change in units shipped
	1985	1984	1985/84
2 cu. ft.	27.5	29.0	+23.34
3 cu. ft.	9.5	10.0	+23.56
4.5 cu. ft.	40.5	38.0	+38.62
4.6-6.4 cu. ft.	22.5	23.0	+27.24
Total	100	100	+30.07

Based on 738,000 units for 1985 and 602,000 units for 1984

FREEZERS

Freezer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	17.3	15.8	+ 12.76
Builder/contractor	0.7	0.3	+138.78
Catalog store (Sears, Penneys, etc.)	51.0	49.7	+ 5.01
Department store	11.3	12.5	− 7.49
Discount store	13.0	15.7	− 15.26
Furniture store	3.0	3.0	+ 2.33
Home improvement center	2.0	1.8	+ 13.7
Kitchen remodeler	1.0	0.8	+ 27.92
Other	0.7	0.5	+ 43.27
Total	100	100	+ 2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Freezer shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $300	27.1	24.5	+13.19
$300-$399	36.3	40.5	− 8.28
$400-$499	24.0	27.0	− 9.04
$500-$600	8.3	5.5	+54.43
Over $600	4.3	2.5	+76.01
Total	100	100	+ 2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Refrigerator shipments by defrosting system

	% of shipments		% change in units shipped
	1985	1984	1985/84
No-frost	89.0	88.4	+2.51
All other	11.0	11.6	+2.38
Total	100	100	+2.5

Based on 5,874,000 units for 1985 and 5,731,000 units for 1984

Freezer shipments by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	20.5	19.5	+ 7.58
Avocado	0.0	0.5	− 100
Coffee	0.0	0.0	0
Coppertone	0.0	0.0	0
Harvest Gold	0.0	0.0	0
Sand/Toast	0.0	0.5	− 100
Silver/Platinum	0.0	0.0	0
Wheat	0.0	0.5	− 100
White	78.5	77.7	+ 3.3
Wood grain	1.0	1.3	− 21.2
Other	0.0	0.0	0
Total	100	100	+ 2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Freezer shipments by size

	% of shipments		% change in units shipped
	1985	1984	1985/84
10-14 cu. ft.	17.9	17.9	+2.51
15 cu. ft.	26.6	26.6	+2.36
16 & 17 cu. ft.	16.9	16.8	+2.67
18 & 19 cu. ft.	10.4	10.3	+2.61
20 cu. ft. and over	28.3	28.4	+1.89
Total	100	100	+2.33

Based on 1,140,000 units for 1985 and 1,114,000 units for 1984

Compact freezer shipments by size

	% of shipments		% change in units shipped
	1985	1984	1985/84
4 cu. ft.	12.5	12.0	− 0.5
5-6 cu. ft.	25.0	24.0	− .05
7-8 cu. ft.	30.5	31.0	−5.60
9-9.9 cu. ft.	32.0	33.0	−6.96
Total	100	100	−4.05

Based on 237,000 units for 1985 and 247,000 units for 1984

Compact freezer shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $190	10.0	6.0	+59.92
$190-$210	25.0	25.0	− 4.05
$211-$240	37.5	37.0	− 2.75
$241-$280	19.0	22.0	−17.13
Over $280	8.5	10.0	−18.44
Total	100	100	− 4.05

Based on 237,000 units for 1985 and 247,000 units for 1984

APPLIANCE HIGHLIGHTS

AIR CONDITIONERS

Room air conditioner sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	27.4	29.0	– 6.45
Builder/ contractor	4.0	3.8	+ 4.22
Catalog showroom	3.0	3.0	– .99
Catalog store (Sears, Penneys, etc.)	22.4	23.6	– 6.02
Department store	9.6	10.8	– 11.99
Discount store	27.6	24.8	+ 10.19
Furniture store	1.8	2.0	– 10.89
Home improvement center	2.4	2.0	+ 18.81
Kitchen remodeler	1.0	1.0	– .99
Other	0.8	0.0	—
Total	100	100	– .9

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $150	2.3	2.0	+ 13.8
$150-$250	25.2	25.3	– 1.3
$251-$350	27.2	27.0	– .26
$351-$450	25.2	25.3	– 1.38
$451-$550	10.5	11.3	– 8.9
$551-$650	4.5	4.7	– 5.2
$651-$750	2.3	2.0	+ 13.8
Over $750	2.8	2.4	+ 15.5
Total	100	100	– .99

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by size of unit

	% of shipments		% change in units shipped
Size in BTU's	1985	1984	1985/84
under 7,000	33.7	33.8	– 1.6
7,000-10,999	29.3	29.7	– 2.0
11,000-19,999	27.7	27.1	– 1.2
20,000 & over	9.3	9.4	+ 1.8
Total	100	100	– 0.8

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by E.E.R. rating

	% of shipments		% change in units shipped
	1985	1984	1985/84
High (7.5 & Over)	57.4	50.9	+ 11.6
Low (Under 7.5)	42.6	49.1	– 14.1
Total	100	100	– .99

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by type of controls

	% of shipments		% change in units shipped
	1985	1984	1985/84
Electronic solid-state	3.3	2.3	+ 42.0
Mechanical	96.7	97.7	– 2.0
Total	100	100	– .99

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

Room air conditioner shipments by installation type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Regular	87.0	87.8	– 1.8
Casement	3.2	2.8	+ 13.1
Through-the-wall	9.8	9.4	+ 3.2
Total	100	100	– .99

Based on 2,900,000 units for 1985 and 2,929,000 units for 1984

WASHERS

Washer shipments by portability

	% of shipments		% change in units shipped
	1985	1984	1985/84
Portable	4.5	5.5	– 14.47
Not portable	95.5	94.5	+ 5.65
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer shipments by internal control type

	% of shipments		% change in units shipped
	1985	1984	1985/84
Electronic solid-state	11.0	10.0	+ 15.0
Mechanical	89.0	90.0	+ 3.38
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer shipments by capacity

	% of shipments		% change in units shipped
	1985	1984	1985/84
12 lbs. & under	15.5	15.5	+ 4.54
14 lbs.	13.0	13.0	+ 4.54
16 lbs.	19.5	18.5	+ 10.19
18 lbs. & over	52.0	53.0	+ 2.57
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer shipments by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	34.4	32.5	+ 10.65
Avocado	0.3	0.5	– 37.27
Coffee	0.3	0.5	– 37.27
Harvest gold	2.3	3.0	– 19.8
Sand/Toast	0.3	1.0	– 68.6
White	62.4	62.5	+ 4.38
Other	0.0	0.0	0
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	31.0	30.5	+ 6.26
Builder/ contractor	4.0	5.0	– 16.37
Catalog showroom	2.0	2.5	– 16.37
Catalog store (Sears, Penneys, etc.)	44.0	41.5	+ 10.84
Department store	7.5	8.0	– 1.99
Discount store	7.5	8.5	– 7.76
Furniture store	4.0	3.0	+ 39.39
Other	0.0	1.0	– 100
Total	100	100	+ 4.54

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

Washer shipments by retail price range

	% of shipments		% change in units shipped
	1985	1984	1985/84
Under $200	2.0	1.0	+ 109
$200-$250	3.0	1.5	+ 109
$251-$300	9.0	9.5	– .96
$301-$350	14.0	13.5	+ 8.4
$351-$400	24.5	24	+ 6.7
$401-$500	28.0	35.5	– 17.5
Over $500	19.5	15.0	+ 35.9
Total	100	100	+ 4.5

Based on 4,925,000 units for 1985 and 4,711,000 units for 1984

FOOD DISPOSERS

Food waste dispoer sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	6.3	8.0	– 20.9
Builder/ contractor	24.7	26.7	– 7.1
Catalog showroom	1.0	0.8	+ 25.4
Catalog store (Sears, Penneys, etc.)	16.3	16.5	– .8
Department store	0.7	1.0	– 29.7
Home improvement center	9.0	8.7	+ 3.8
Kitchen remodeler	10.7	11.0	– 2
Plumbing contractor	31.3	27.0	+ 16.3
Other	0.0	0.3	– 100
Total	100	100	+ .39

Based on 4,068,000 units for 1985 and 4,052,000 units for 1984

TRASH COMPACTORS

Trash compactor shipments by color

	% of shipments		% change in units shipped
	1985	1984	1985/84
Almond	49.5	44.5	+ 9.3
Avocado	0.5	1.0	– 50.8
Coffee	0.5	1.5	– 67.2
Coppertone	0.5	1.0	– 50.8
Harvest gold	2.0	2.5	– 21.3
Sand/Toast	0.5	0.5	– 1.6
Silver/Platinum	0.5	0.5	– 1.6
Wheat	8.0	10.0	– 21.3
White	34.0	32.5	+ 2.8
Wood grain	0.0	1.0	– 100
Other	4.0	5.0	– 21.3
Total	100	100	– 1.69

Based on 175,000 units for 1985 and 178,000 units for 1984

Trash compactor sales by type of outlet

	% of shipments		% change in units shipped
	1985	1984	1985/84
Appliance/TV store	27.0	27.0	– 1.69
Builder/ contractor	22.0	23.5	– 7.9
Catalog showroom	0.5	0.0	0
Catalog store (Sears, Penneys, etc.)	27.0	26.5	+ .17
Department store	8.0	6.0	+ 31.0
Discount store	1.0	1.5	– 34.4
Home improvement center	4.0	5.5	– 28.5
Kitchen remodeler	10.5	10.0	+ 3.2
Total	100	100	– 1.69

Based on 175,000 units for 1985 and 178,000 units for 1984

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PEOPLE ON THE MOVE

Roper Sales Corp. has announced the opening of its Gulf Coast subsidiary in Houston. **JoAnne MacIntyre** has been appointed general manager.

Speed Queen has promoted **Jeff Brothers** to sales manager of its Southeast division.

Mary A. Swofford has been appointed supervisor of sales training for the Admiral division of Magic Chef Inc.

Fedders Corp. has two new distributors for its line of air conditioners and other heat exchange products: Sunbelt Corp. of Las Vegas, and Davis Distributing Co. of Baltimore. **Thomas J. Purcell**, has been named national accounts sales manager for Fedders.

Purcell

Faust

Robert Faust has been named assistant vice president of manufacturing of the Maytag Co.

Whirlpool has announced a reconfiguration of its sales divisions into five regional branch headquarters. Heading the Midwest region is **Brad Gaddie**. Other appointees include: **James C. Johnston**, Southeast region; **James W. Martin**, Southwest region; **Art Maxon**, Great Lakes region; and **Roger D. Brown**, California.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1986

	February 1986	February 1985	Percent Change	Calendar Year to Date 1986	Calendar Year to Date 1986	Percent Change
ALL MAJOR APPLIANCES	**3,184.7**	**2,943.4**	**+ 8.2**	**6,779.2**	**6,336.4**	**+ 7.0**
COOKING — TOTAL	**1,144.2**	**800.7**	**+421.9**	**2,480.1**	**1,899.4**	**+30.6**
Electric Ranges — Total	253.5	216.6	+17.0	518.3	473.5	+ 9.5
Free Standing	208.6	176.6	+18.1	427.8	383.9	+11.4
Built-In	44.9	40.0	12.3	90.5	89.5	+ 1.1
Microwave Ovens/Ranges	904.4	598.3	+51.2	1,991.3	1,456.5	+36.7
HOME LAUNDRY — TOTAL	**707.5**	**739.5**	**- 4.3**	**1,572.0**	**1,550.0**	**+ 1.4**
Automatic Washers	398.9	416.0	- 4.1	888.6	866.3	+ 2.5
Dryers — Total	308.5	323.5	- 4.6	683.4	683.2	—
Electric	240.9	253.1	- 4.8	534.3	534.5	—
Gas	67.6	70.4	- 4.0	149.0	148.7	+ 0.2
KITCHEN CLEAN UP — TOTAL	**638.9**	**618.5**	**+ 3.3**	**1,353.1**	**1,307.1**	**+ 3.5**
Disposers	**340.0**	**347.7**	**- 2.2**	724.7	724.6	—
Dishwashers — Total	287.0	259.1	+10.8	602.7	554.4	+ 8.7
Built-In	265.6	233.7	+13.7	557.9	504.0	+10.7
Portable	21.4	25.4	-15.8	44.8	50.4	-11.1
Compactors	11.9	11.7	- 1.7	25.8	28.2	- 8.5
FOOD PRESERVATION — TOTAL	**484.4**	**429.9**	**+12.7**	**1,022.5**	**976.8**	**+ 4.7**
Refrigerators	407.1	356.8	+14.1	855.4	794.0	+ 7.7
Freezers — Total	77.3	73.1	+ 5.6	167.0	182.6	- 8.6
Chest	40.9	36.8	+11.1	88.7	90.1	- 1.6
Upright	36.4	36.3	+ 0.3	78.3	92.7	-15.5
HOME COMFORT — TOTAL	**209.8**	**354.9**	**-40.9**	**351.5**	**603.1**	**-41.7**
Room Air Conditioners	174.9	276.6	-36.8	306.1	485.8	-37.0
Dehumidifiers	34.9	78.3	-55.4	45.4	117.4	-61.3
GAS RANGES* **	**152.8**	**130.3**	**+17.3**	**301.2**	**258.3**	**+16.7**

Source: AHAM.

May 1986 Not Filmed